



PowerHelp CRM is a Logical Choice for Bermuda Reseller

Thousands of users worldwide have chosen PowerHelp CRM to help them improve their customer relationships while effectively managing ongoing business processes. But one of the ways that PowerHelp CRM stands out is in its low cost of integration – many CRM deployments fail because the cost of deployment services far outstrip the cost of the product, and budgets run dry. As Logic Communications discovered, PowerHelp CRM stands out not only for its exceptional features and functionality, but for its low cost of deployment.

Logic Communications is Bermuda's foremost provider of full-spectrum, technology-based solutions for business problems. Logic provides corporate and residential Internet products, voice over IP long distance and PBX-based solutions, global private networking, hardware and software, and a full suite of professional IT consulting services. In 2003, the company realized it needed to install a CRM system to help it manage its growing business, and started the process of selecting a package.

The company knew there were many applications to look at, and developed a list of important features and functions. It had an additional concern that other US-based companies don't share: because it is based in Bermuda, it realized that it would be costly to fly consultants to its location to manage the installation and integration process.

Logic Communications evaluated more than a half-dozen CRM solutions to use internally before choosing PowerHelp CRM from Vertical Solutions. The product met its needs with its full functionality and ease of integration, but the company was pleasantly surprised to discover the low cost of implementation for PowerHelp CRM.

“Many of the CRM solutions we evaluated required extensive professional service fees for successful implementation – often upwards of 10 times the initial product price. PowerHelp CRM offered us out-of-the-box functionality with minimal customization,” says Tom Hill, senior business development manager, Logic Communications. “PowerHelp CRM has the functionality that we need, is easy to use, and has a very low ratio of service to product costs – typically, the ratio is one-to-one, or less.”

Logic Communications realized that the professional service fees for PowerHelp CRM customer deployments typically cost less than the product itself, and approached Vertical Solutions about reselling the entire suite of solutions throughout Bermuda. The company has sold PowerHelpCRM to KPMG Bermuda and a major reinsurance company located on the island. In addition to the dozens of prospects on its list, Logic also plans to demonstrate the product line in several other Caribbean countries.

“We’re excited to expand our business by working with Logic Communications. As a customer, Logic understands the ease of integration and full capabilities of our products; as a reseller partner, it is able to communicate those features to a new region of prospective customers,” says Ron Wegmann Sr., CEO of Vertical Solutions. “Logic is a well-respected IT solutions provider and we’re pleased to be its partner.”